



NOAA
FISHERIES

2011 NORTHEAST FOR-HIRE ECONOMIC SURVEY

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Recreational Fisheries Data and Model Needs Workshop

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Objective

- Collect representative data to develop economic impact and benefit-cost models in the Northeast (Maine to North Carolina)
 - Annual cost & earnings data
 - Trip-level cost & earnings data

Management Needs Addressed

- Regulatory Impact Reviews
 - REG Flex and EO 12866
- 2010 NOAA Recreational Saltwater Fishing Summit
 - Contribution of for-hire sector to the Northeast economy
 - Stakeholder concerns about declines in equipment sales

Project Overview

- Contract with QuanTech, Inc. and Gentner Consulting
 - July 2010 – September 2011
- Gentner → Outreach
- QuanTech → Data collection

Methods

- Voluntary Personal Interviews
- Outreach, Outreach, Outreach
 - Contacted for-hire organizations to seek endorsements
 - Website press releases
 - Attended for-hire meetings
 - Brochures
 - Concerned about anonymity and confidentiality
 - Identification information removed
- Pre-tests
 - 15 official in-depth personal interviews (21 boats)

Sampling Plan

- Simple stratified random sample of the MRIP For-Hire Survey (FHS) vessel directory

Sample Frame

- 1,612 vessels were profiled in an attempt to obtain the minimum sample size of 569 vessels
 - Contact rate
 - Refusal rate
 - Vessels that target HMS > 50% of time
 - Duplicate vessel records

Pre-survey Notification and Eligibility

- Pre-interview notification packages
 - Personally addressed cover letter
 - A hard copy of the survey questionnaire
 - A list of frequently asked questions and answers
 - List of industry endorsements
 - \$5 bill
- Eligibility/recruitment calls 1-2 weeks later
- Within 1 week local interviewer calls to set up interview
- Confirmation post-card & reminder call

Pre-Survey Packages Mailed

- Wave 1: MD, DE, and Phase 1 VA – 249 packages mailed Jan. 12, 2011
- Wave 2: NC and Phase 2 VA – 235 packages mailed Jan. 26, 2011
- Wave 3: NJ and PA – 282 packages mailed Feb. 9, 2011
- Wave 4: NY, CT and RI – 332 packages mailed Feb. 23, 2011
- Wave 5: MA Phase 1 – 297 packages mailed Mar 9, 2011
- Wave 6: MA Phase 2, NH and ME – 217 packages mailed Mar 23, 2011

Response Rate Problems

To Date

- Refusal rate - 23%
- Ineligible
 - Targeted HMS - 9%
 - Did not own a boat – 6%
 - Inactive during 2010 – 41%
- Conducted one reserve sample draw
- Allowed mail backs and telephone interviews after first wave

Response Rates to Date

- Anticipated 569 complete surveys
 - 439 charter boats
 - 130 headboats
- Completed 284
 - 241 charter boats
 - 43 headboats
- Estimating 350 completes
- May be difficult to stratify by region

Questionnaire Design

- Vessel characteristics
 - Loops over multiple vessels
- Trip characteristics
 - Loops over types of trips offered
- Total annual revenue
- Annual business debt
- Annual costs
- Respondent characteristics

Questionnaire Design Issues

- Many different trip types
 - Length
 - Non-revenue trips
 - Non-fishing -related
- Trip expenditures problematic
 - Owners keep annual records
 - Tested profiling last trip by type of trip in past 7 days
 - Tested typical/average trip cost questions
 - Significant digit bias encountered when compared to annual data

Questionnaire Design Issues Cont.

- Collected annual data only
 - Costs include non-revenue trips and other trips
- Revenue data more straightforward
 - Tips?
 - % of personal gross annual income from charter fishing
- Probed for confirmation of net revenue in 2010
- End result – average trip costs by type of trip (no seasonality)

Suggestions

- MRIP For Hire Survey registry
 - Account for inactive vessels
- Sample single trips throughout a year at higher sampling rates
- Personal interviews – information filled out in advance